MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

Dear Smoker,

Thank you for agreeing to take part in this cigarette test. As you see, this carton contains two pairs of different Players cigarettes.

PART 1: We would like you to start smoking the cigarettes in the SOLID RED packs today. Please smoke these in place of your regular brand of cigarettes for as long as they last. Then after you have finished them, please fill out the answers in Part 1 of the Opinion Form.

PART 2: Start smoking the cigarettes in the RED-AND-GOLD TWO-COLOR packs as soon as you have finished the first two packs, and again, please smoke these in place of your regular brand of cigarettes for as long as they last. After you finish the second two packs, fill out the answers in Part 2 of the Opinion Form.

PART 3: After you have smoked both pairs of Players cigarettes, please answer the questions comparing the two different kinds of Players in Part 3 of the Opinion Form.

About five days or so from now, we will telephone you to get your reactions to these cigarettes. Please keep the completed Opinion Form handy. This will make it easier for you to tell us your reactions to the cigarettes.

Thank you very much again for your time and cooperation.

Sincerely,

Susan L. Gleason

Susan L. Gleason
Field Director

SLG/ga
Encs.

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